

Station KASA-TV ALBUQUERQUE, NM.
 Advertiser () MICHELLE LUIAN-GRIS
 Product Candidate
 Estimate# 1736
 Buyer Michele Certo
 Phone#
 Fax#
 Agency () THE NEW MEDIA FIRM
 1322 G STREET SE
 WASHINGTON, DC 20003
 Agency C/P1/P2/E 347/365/1736
 Flight Dates 10/10/2012 - 10/16/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

REV ORDER
 ATTN ALL LINES
 NO CHANGE IN TTL
 PLEASE CNF
 THANKS

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*5		PEOPLE'S COURT<	10/10-10/10	0	\$0.00	:30	0	W	1P-2P	0	\$50.00
		Sales Remark: V3 CNX									
		V3 Comment Changed, Spots/week Changed									
*6		PEOPLE'S COURT<	10/12-10/12	0	\$0.00	:30	0	F	1P-2P	0	\$50.00
		Sales Remark: V3 CNX									
		V3 Comment Changed, Spots/week Changed									
*7		PEOPLE'S COURT<	10/15-10/15	0	\$0.00	:30	0	M	1P-2P	0	\$50.00
		Sales Remark: V3 CNX									
		V3 Comment Changed, Spots/week Changed									
*8		PEOPLE'S COURT<	10/16-10/16	0	\$0.00	:30	0	TU	1P-2P	0	\$50.00
		Sales Remark: V3 CNX									
		V3 Comment Changed, Spots/week Changed									
*9		AMR FUN-VIDEOS<	10/11-10/11	1	\$100.00	:30	1	TH	4P-5P	1	\$100.00
		Sales Remark: V3 REV RATE									
		V3 Comment Changed, Rate Changed									

3

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Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*10		AMR FUN-VIDEOS< Sales Remark: V3 REV RATE V3 Comment Changed, Rate Changed	10/12-10/12	1	\$100.00	:30	1	F	4P-5P	1	\$100.00
*11		AMR FUN-VIDEOS< Sales Remark: V3 REV RATE V3 Comment Changed, Rate Changed	10/15-10/15	1	\$100.00	:30	1	M	4P-5P	1	\$100.00
*12		AMR FUN-VIDEOS< Sales Remark: V3 CNX V3 Comment Changed, Spots/week Changed	10/16-10/16	0	\$0.00	:30	0	TU	4P-5P	0	\$75.00
*13		NEWS Sales Remark: V3 REV RATE V3 Comment Changed, Rate Changed	10/10-10/10	1	\$1,000.00	:30	1	W	9P-930P	1	\$1,000.00
*14		NEWS Sales Remark: V3 CNX V3 Comment Changed, Spots/week Changed	10/12-10/12	0	\$0.00	:30	0	F	9P-930P	0	\$500.00
*17		PC Sales Remark: V3 PART OF MKGD.. V3 Added	10/10-10/12	1	\$150.00	:30	2	W,F	12P-1P	2	\$75.00
*18		PC Sales Remark: V3 PART OF MKGD V3 Added	10/15-10/15	1	\$50.00	:30	1	M	12P-1P	1	\$50.00

---REPORT TOTALS---

Report Totals: 7 / \$1,500.00

---SALES MONTHLY TOTALS---

EC'd Yes Last Received: 10/08/2012 9:34 PM Showing Buylines: All Rep Revised Lines

Station KASA-TV ALBUQUERQUE, NM.
 Advertiser () MICHELLE LUJAN-GRIS
 Product Candidate
 Estimate# 1736
 Buyer Michele Certo
 Phone#
 Fax#
 Oct 12: 13 / \$2,560.00
 Sales Totals: 13 / \$2,560.00
 Station Totals: 13 / \$2,560.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

Agency () THE NEW MEDIA FIRM
 1322 G STREET SE
 WASHINGTON, DC 20003
 Agency C/P1/P2/E 347/365/1736
 Flight Dates 10/10/2012 - 10/16/2012
 Hiatus Weeks

Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

---COMPETITIVE---

Market Totals	\$32,000	CABL 0%	KASA 8%	KASY 0%	KLUZ 0%	KOAT 37%
		KOB 29%	KRQE 26%	KWBQ 0%		

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12
 Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Kasa # 213177 - Ace #6861695 - Date - 10.8.12

[illegible]

Rep Order# 6861695 Ver# 1 Status New
EC'd Yes

Traffic Order# 213177

Printed: 10/08/2012 8:24 AM
Last Received: 10/07/2012 1:46 PM
Showing Buylines: All Lines

1 of 2

Station KASA-TV ALBUQUERQUE, NM.
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Agency () THE NEW MEDIA FIRM
1322 G STREET SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 347/365/1736
Flight Dates 10/10/2012 - 10/16/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
1		DOCTORS<	10/10-10/10	1	\$15.00	:30	1	W	7A-8A	1	\$15.00
Buyline Comment: 4/25											
2		DOCTORS<	10/11-10/11	1	\$15.00	:30	1	TH	7A-8A	1	\$15.00
Buyline Comment: 4/25											
3		DOCTORS<	10/12-10/12	1	\$15.00	:30	1	F	7A-8A	1	\$15.00
Buyline Comment: 4/25											
4		DOCTORS<	10/16-10/16	1	\$15.00	:30	1	TU	7A-8A	1	\$15.00
Buyline Comment: 4/25											
5		PEOPLE'S COURT<	10/10-10/10	1	\$50.00	:30	1	W	1P-2P	1	\$50.00
6		PEOPLE'S COURT<	10/12-10/12	1	\$50.00	:30	1	F	1P-2P	1	\$50.00
7		PEOPLE'S COURT<	10/15-10/15	1	\$50.00	:30	1	M	1P-2P	1	\$50.00
8		PEOPLE'S COURT<	10/16-10/16	1	\$50.00	:30	1	TU	1P-2P	1	\$50.00
9		AMR FUN-VIDEOS<	10/11-10/11	1	\$75.00	:30	1	TH	4P-5P	1	\$75.00
10		AMR FUN-VIDEOS<	10/12-10/12	1	\$75.00	:30	1	F	4P-5P	1	\$75.00
11		AMR FUN-VIDEOS<	10/15-10/15	1	\$75.00	:30	1	M	4P-5P	1	\$75.00
12		AMR FUN-VIDEOS<	10/16-10/16	1	\$75.00	:30	1	TU	4P-5P	1	\$75.00

TODAY
MATHS

Need \$75

Need \$100

jug
10/18/12

Station KASA-TV ALBUQUERQUE, NM. Advertiser () MICHELLE LUJAN-GRIS Product Candidate Estimate# 1736 Buyer Michele Certo Phone# Fax#	Agency () THE NEW MEDIA FIRM 1322 G STREET SE WASHINGTON, DC 20003 Agency C/P1/P2/E 347/365/1736 Flight Dates 10/10/2012 - 10/16/2012 Hiatus Weeks	Rep Firm Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845
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Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
13		NEWS	10/10-10/10	1	\$500.00	:30	1	W	9P-930P	1	\$500.00
14		NEWS	10/12-10/12	1	\$500.00	:30	1	F	9P-930P	1	\$500.00
15		NEWS	10/15-10/15	1	\$500.00	:30	1	M	9P-930P	1	\$500.00
16		NEWS	10/16-10/16	1	\$500.00	:30	1	TU	9P-930P	1	\$500.00

Need \$1,000
Need \$1,000

---REPORT TOTALS---
 Report Totals: 16 / \$2,560.00

---SALES MONTHLY TOTALS---
 Oct 12: 16 / \$2,560.00
 Sales Totals: 16 / \$2,560.00
 Station Totals: 16 / \$2,560.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$32,000	CABL 0%	KASA 8%	KASY 0%	KLUZ 0%	KOAT 37%
		KOB 29%	KRQE 26%	KWBQ 0%		

---COMPETITIVE COMMENTS---
 EST SHARES

Books NOV12
 Demos RA35+

--- CREDIT RISK ---
 CASH IN ADVANCE

Rep Order# 6861695 Ver# 2 Status Returned Traffic Order# 213177 Printed: 10/08/2012 10:01 AM 1 of 2
EC'd Yes Last Received: 10/08/2012 8:25 AM
Showing Buylines: Last Sta Revised Lines

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Flight Dates 10/10/2012 - 10/16/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
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Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

SEE PROG NOTES AND RATES NEEDED BELOW.

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*1	-----	DOCTORS<	10/10-10/10	1	\$15.00	:30	1	W	7A-8A	1	\$15.00
Buyline Comment: 4/25											
Station Remark: V2 7-8A W/O 10/8 AIRING KRQE BALLOON FIESTA SPECIAL											
IN NEW MEXICO STYLE. CH PR LINES 1-4											
*5		PEOPLE'S COURT<	10/10-10/10	1	\$50.00	:30	1	W	1P-2P	1	\$50.00
Station Remark: V2 JUDGE MATHIS IN TP. PER NSM JG NEED \$75 EA LINES 5-8											
*9		AMR FUN-VIDEOS<	10/11-10/11	1	\$75.00	:30	1	TH	4P-5P	1	\$75.00
Station Remark: V2 NEED \$100 EACH LINES 9-12											
*13		NEWS	10/10-10/10	1	\$500.00	:30	1	W	9P-930P	1	\$500.00
Station Remark: V2 NEED \$1000 THIS LINE											
*14		NEWS	10/12-10/12	1	\$500.00	:30	1	F	9P-930P	1	\$500.00
Station Remark: V2 NEED \$1000 THIS LINE											

---REPORT TOTALS---

Report Totals: 5 / \$1,140.00

---SALES MONTHLY TOTALS---

Oct 12: 16 / \$2,560.00

Rep Order#	6861695	Ver#	2	Status	Returned
EC'd	Yes				

Traffic Order# 213177

Printed: 10/08/2012 10:01 AM
Last Received: 10/08/2012 8:25 AM

Showing Buylines: Last Sta Revised Lines

Station KASA-TV ALBUQUERQUE, NM.
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Rep Firm	
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Salesperson () AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

Sales Totals: 16 / \$2,560.00

Station Totals: 16 / \$2,560.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$32,000

CABL	0%	KASA	8%	KASY	0%	KLUZ	0%	KOFT	37%
KOB	29%	KROE	26%	KWBQ	0%				

---COMPETITIVE COMMENTS---

EST SHARES

Books	NOV12
Demos	RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Spot Manager: All, 10/10/12-10/16/12

Order	Alt Order # Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/Michelle Lujan-Grisham 1 Dist Congress

Agency: New Media Firm

Line: 1

Time Period: 7a-8a

213177 06861695 1736

10/10/12 :30 P5

7:30:10 AM Candidate TV109X10812

\$15.00

\$15.00
\$15.00

Line: 2

Time Period: 7a-8a

213177 06861695 1736

10/11/12 :30 P5

7:32:56 AM Candidate TV109X10812

\$15.00

\$15.00
\$15.00

Line: 3

Time Period: 7a-8a

213177 06861695 1736

10/12/12 :30 P5

7:07:29 AM Candidate

\$15.00

\$15.00
\$15.00

Line: 4

Time Period: 7a-8a

213177 06861695 1736

10/16/12 :30 P5

7:29:42 AM Candidate

\$15.00

\$15.00
\$15.00

Line: 15

Time Period: 9p-930p

213177 06861695 1736

10/15/12 :30 P4

9:18:27 PM Candidate

\$500.00

\$500.00
\$500.00

Line: 16

Time Period: 9p-930p

213177 06861695 1736

10/16/12 :30 P4

9:37:26 PM Candidate

\$500.00

\$500.00
\$500.00

Line: 17

Time Period: 4p-5p

213177 06861695 1736

10/11/12 :30 P3

4:15:26 PM Candidate TV109X10812

\$100.00

\$100.00
\$100.00

Line: 18

Time Period: 4p-5p

213177 06861695 1736

10/12/12 :30 P3

4:14:26 PM Candidate

\$100.00

\$100.00
\$100.00

Line: 19

Time Period: 4p-5p

213177 06861695 1736

10/15/12 :30 P3

4:30:22 PM Candidate

\$100.00

\$100.00
\$100.00

Line: 20

Time Period: 9p-930p

213177 06861695 1736

10/10/12 :30 P3

9:23:10 PM Candidate TV109X10812

\$1,000.00

\$1,000.00
\$1,000.00

Line: 21

Time Period: 12p-1p

213177 06861695 1736

10/10/12 :30 P3

12:44:29 PM Candidate TV109X10812

\$75.00

\$75.00
\$75.00

[Sorted by Line]

WIDEORBIT

Spot Manager: All, 10/10/12-10/16/12 (10/11/12 11:29:46 AM)

Spot Manager: All, 10/10/12-10/16/12

Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA
Advertiser: POL/Michelle Lujan-Grisham 1 Dist Congress

Agency: New Media Firm

Line: 21

Time Period: 12p-1p

\$150.00
\$150.00

Line: 22

Time Period: 12p-1p

213177 06861695 1736

10/15/12

:30 P4

12:18:56 PM Candidate

\$50.00

\$50.00
\$50.00

\$2,560.00
\$2,560.00

\$2,560.00
\$2,560.00

[Sorted by: Line]

WIDEORBIT

Spot Manager: All, 10/10/12-10/16/12 (10/11/12 11:29:46 AM)

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ FEDERAL CANDIDATE ☐ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
------------------------------	--------------

I, The New Meida Firm

being/on behalf of: Michelle Lujan Grisham, a legally

qualified candidate of the Democratic political

party for the office of: US Congress

in the Primary Election

election to be held on: June 5, 2010

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Schedule					

Total Charges: see schedule

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

US Congress, NM-01

I represent that the payment for the above described broadcast time has been furnished by:

Committee to Elect Michelle Lujan Grisham

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Bruce F. Malott, CPA

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Date
4/23/12

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, The New Media Firm for Michelle Lujan Grisham

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ does

☐ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

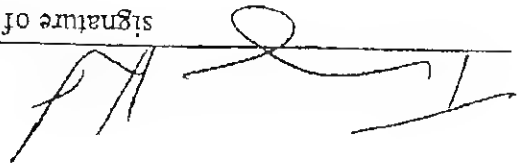
☐

the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒

the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

signature of candidate or authorized committee



printed name

Tierney Hunt

date